



ADVANCED INNOVATIONS IN CIRCULAR CONSTRUCTION PRODUCTS

LOW ENERGY CONSUMPTION

LOW CARBON

ZERO WASTE

FROM TILES TO MASONRY BLOCKS

COMPANY SUMMARY

Criaterra targets one of the biggest and most urgent climate challenges in the building industry: the process of kiln firing of materials, a process that is required in the manufacture of cement and ceramic products for buildings. Because of this process, the building industry is one of the biggest carbon emitters. Cement alone, which is the binder used to make concrete, is the source of 7.5% of global emissions.

Criaterra developed a low temperature patent-protected process for manufacturing construction products through a cross-disciplinary scientific approach.

Our innovative technology enables the production of low carbon precast materials, including tiles and masonry blocks. Our products meet or exceed the constructive properties of widely used products including cement blocks and ceramic tiles. Criaterra products are fully circular and do not contain any synthetic binder or cement.

CRIATERRA'S SOLUTION

Criaterra develops and manufactures highly ecological, functional and economical solutions for buildings with a scalable business model.

Criaterra's solutions enable zero process emissions, zero fossil fuel dependence and zero waste generation. The scale up model is rapid, with an integrated "plug-in" solution. Criaterra's approach to eliminating kiln firing altogether has strong advantages over solutions that rely on offsets for a given carbon footprint, to achieve "net zero".

To quantify the impact, Criaterra products:

- o Save 90% manufacturing energy
- o Reduce 92% GHG emissions for tiles
- o Reduce over 80% GHG emissions for masonry blocks
- o Upcycle up to 70% of the raw materials from waste \ by-products
- o Are 100% circular, Zero-waste

Criaterra products have many additional climate and functional benefits. They are highly insulative, providing 6x the insulation of concrete blocks. This enables the reduction of the energy required to heat and cool buildings, over the buildings' lifetime. Criaterra products are fully circular, without any downgrading. The products can be reclaimed and made into new Criaterra products. Alternatively, Criaterra products can be reintegrated into the ground as natural materials.

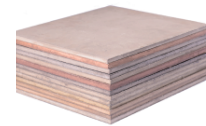
Criaterra products all have superior functionality and Criaterra developed proprietary solutions for industrial manufacturing at competitive costs.

THE UVP OF OUR PRODUCTS

- 100% CONCRETE STRENGTH
- 600% THERMAL RESISTANCE
- 80-92% REDUCTION OF CO₂eq



8% CO₂eq

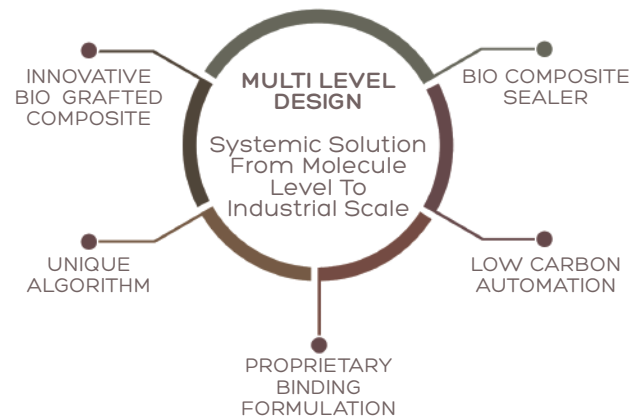


8% CO₂eq



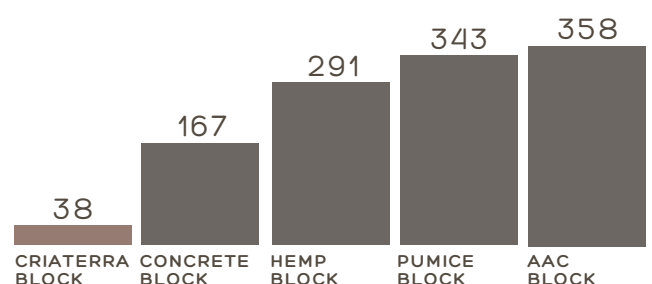
20% CO₂eq

CRIATERRA'S CORE INNOVATION



MASONRY BLOCK EMISSIONS

Carbon emissions in kg CO₂eq/m³
CRADLE TO SITE



PRODUCT MILESTONES

CRIATERRA TILES:

Criaterra's first product is targeted at the tile market, a €100B. market. The tiles market loves innovation and is seeking solutions to reduce fossil fuel consumption.

Criaterra tiles are installed in over 50 projects in Israel and Europe and have received important recognition, including being awarded "Product of the Year" by Mixology (North) UK in the Surfaces category in 2021. Criaterra has signed commercial agreements and a licensing agreement and is setting up a large-scale manufacturing line with an expert manufacturing partner.

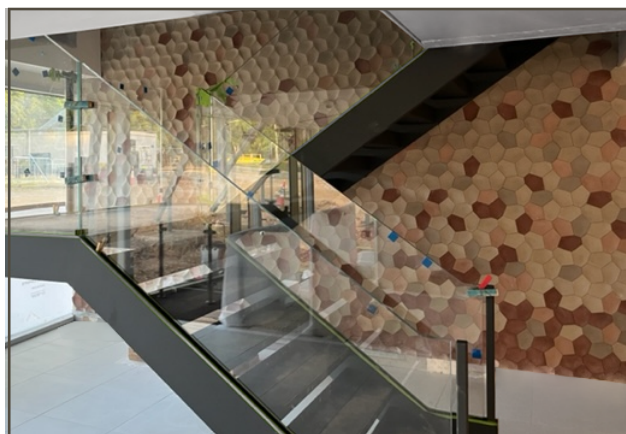
THE NEXT CRIATERRA PRODUCTS:

Criaterra's technology is ideal for many precast products, particularly masonry blocks, a high-volume product expected to reach 2.3 trillion units by 2027. This market values insulation and strength. The R&D milestone for a full-scale Circular Masonry Block prototype will be completed in Q4/22.

Some of the lab-validated properties of the Criaterra block include:

- o High compressive strength: as load-bearing constructive block
- o Superior insulation - 600%
- o Improved acoustic resistance
- o High impact strength - non-brittle
- o High fire resistance

This market represents 3.29 Gigatons of CO2-e annually from manufacturing. Criaterra blocks can be manufactured with less than 20% of this carbon footprint, and are a sustainable, functional, scalable and cost-efficient solution.



CRIATERRA LEADERSHIP



ADITAL ELA
Founder & CEO



DAPHNA WIENER
Chairperson



LEAT APPLBAUM
CFO & Board Director



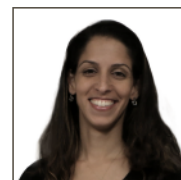
ZVI COHEN
Chief Scientist, PhD



LIOR NAHUM
R&D Manager, PhD



DICK SALE
Bus Dev, Europe



SIVAN ABRAMOVICH
Controller

SIGNIFICANT ACHIEVEMENTS

Criaterra's sustainable innovation has led to important milestones and a clear roadmap to sales in the tiles market and rapid growth in additional product categories. Some of the significant achievements include:

- R&D CENTER WITH AN OUTSTANDING TEAM OF SCIENTISTS
- PILOT LINE FOR DEVELOPING INDUSTRIALIZATION SOLUTIONS
- FIRST PATENT GRANTED IN EUROPE & USA, 4 PATENTS IN THE PIPELINE
- MARKET VALIDATION FROM CHANNEL PARTNERS ACROSS THE GLOBE
- EXPERT LAB CERTIFICATION + EPD
- LICENSE AGREEMENT SIGNED
- EUROPEAN INDUSTRIAL LINE FOR HIGH VOLUME PRODUCTION IN 2023
- OVER €2.4M RAISED IN GRANT FUNDING
- OVER €2.5M RAISED IN EQUITY INVESTMENT

RECOGNITION

Criaterra is an award-winning company, and the recipient of highly selective grant funding, from the EIC and the IIA. Criaterra's scale up opportunity has been recognized by the EIC and by industry leaders



CRIATERRA IS A HORIZON
2020 GRANT Awardee

